

Utah Office of Tourism Board Retreat

U of U Alumni House

Dumke Room

March 21, 2007

Present

Board Members

Kim McClelland
Hans Fuegi
Colin Fryer
Bob Bonar
Bob Syrett
Jeff Robbins

Steve Burr
Mayor Peter Corroon
Shelleice Stokes
Frank Jones
Pam Hilton
Steve Lindburg

Staff

Leigh von der Esch
Mike Deaver
Barbara Bloedorn
Dave Williams

Tracie Cayford
Kelly Day
Jason Perry
Stan Nance

Guests

Ken Foster
Denise Miller
Des Barker
Nan Anderson

Organization

Foster & Associates
Strategic Marketing & Research
UTIC
UTIC

Welcome

Leigh welcomed everyone to the meeting and introduced the new board members and Barbara to the group. Kim called the meeting to order and welcomed those in attendance and thanked the staff for putting the retreat together. He also welcomed the new board members. Kim introduced Ken Foster who was invited to facilitate the meeting.

SMARI Report

Denise Miller from Strategic Marketing and Research was introduced to present the findings of the Image Study that they conducted for the UOT. The data provided in a PowerPoint presentation will be provided to the board via email at a later date. Leigh stated that she was going to try to get the report before the interim committee and would like to have the board present and have Denise do the presentation for them.

Mike Deaver discussed the increase in phone calls and website hits due to the new television ad which was released March 19th. There was discussion on how the UOT could handle the added incoming calls.

Board Operations

The chairmen of the marketing, legislative and co-op committees reported on their committees in depth. They talked about the structure, challenges, expectations and the future vision of the committees and possible creation of new committees.

Also there was a brief discussion regarding FAM/Media tours and there was a on the attendance policy for the board.

Budget Recap

Mike Deaver as well as Stan Nance gave a brief summary of the current budget for advertising and marketing and discussed with the board. The board asked for a monthly report to include the balance of available funds for the year.

Mike also gave an overview of the marketing budget parameters for 2007-2008.

Special Opportunities

Des Barker and Nan Anderson of UTIC gave a brief summary of the legislative session and the outcome of funding received. The group also briefly discussed the strategy for the next legislative session.

Utah.com Contract

The board briefly discussed the Utah.com website contract as well as Utah.travel. The board decided that they needed more information and would make a decision at the next board meeting about possibly creating a committee to discuss the future of our websites.

Suggested committee members were Jeff Robbins, Kim McClelland, Pam Hilton, Scott Beck, Nathan Rafferty, a State IT Representative and an IT Consultant, Representative from U of U ECommerce, Marian DeLay, Mike Deaver & Leigh von der Esch.

Strategic Planning

The board discussed ways the brand has been marketed and ways to market the brand in the future, including ways to market all the seasons of the year. The renewal of the Struck contract was also discussed. Targeting conventioners was discussed as future return visitors. Possibly by doing a pre-mailing or having something for them at the hotel.

Miscellaneous

State liquor laws were briefly discussed and how they affect tourism in Utah. The possible creation of a task force was suggested.

Leigh briefly discussed the terms of the board and asked the board members who's terms that are up the end of June and asked them to contact her via email to let her know if they want to be reappointed. Also, the board was asked to consider what committees might be of interest to them.